

Gum Package Design Worksheet



Name_____

List three or more ideas for your gum package flavor

(listing different flavors will spark ideas for the design – so the more the merrier!)

1.

2.

3.

What flavor of gum are you designing a package for:

What images, colors, smells, or memories do you think of when you think of that flavor?

Have another student respond to the last question. Name_____

What is the name of the company that would sell such a flavor
(make up a company or use a current one)

What does the company logo look like:
(If you are making up a company, sketch three ideas for the logo)

Use the back of this sheet for more brainstorming – use must turn this sheet in with your final project.